FORT LAUDERDALE, FLORIDA

"THE GATEWAY TO THE EVERGLADES"

OCEAN BEACH BOULEVARD

FORT LAUDERDALE, FLORIDA

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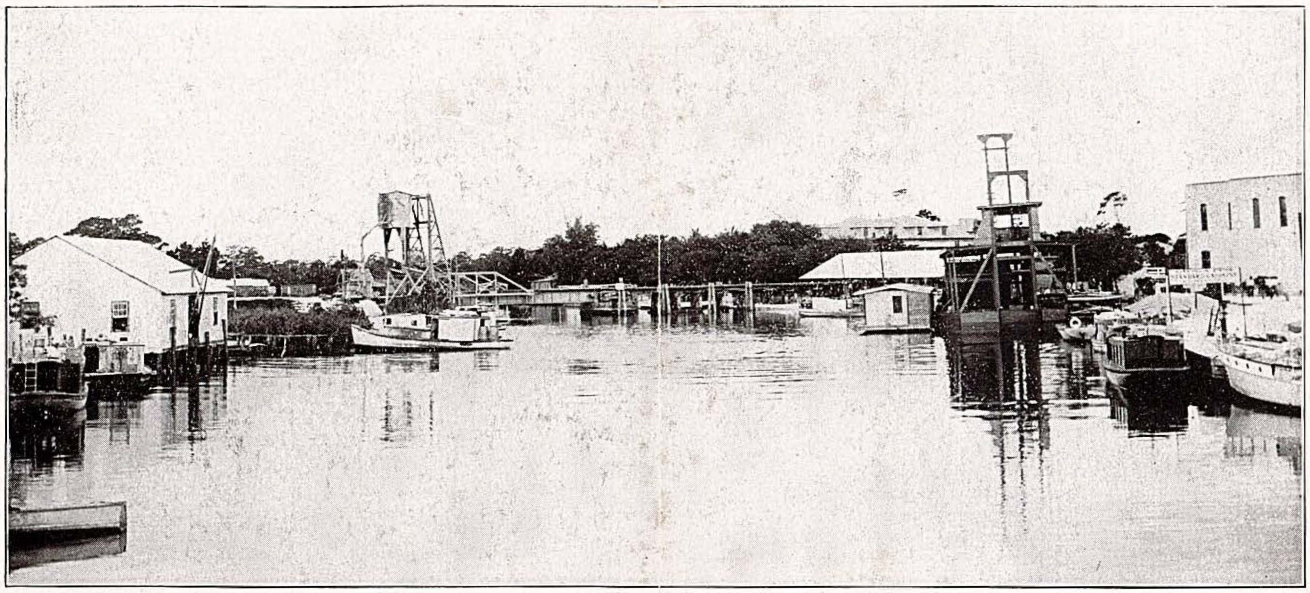

WHERE RAIL AND RIVER MEET—FORT LAUDERDALE DOCKS

FORT LAUDERDALE, Dade County, Florida, is situated three hundred and forty-one miles south of the city of Jacksonville, on the Florida East Coast Railway, and sixty-three miles, by canal, southeast of Lake Okeechobee, on the banks of New River. Here Nature has contrived to unite conditions of soil and climate in a manner most delightful, while the health-giving breezes from the broad Atlantic fan the Florida tropics to an evenness of temperature throughout the year, which is a source of wonder to the visitor from the North. Couple this advantage in soil and climate with the vast acreage of groves—pineapples and vegetables being planted yearly, with the fact that Fort Lauderdale, being situated on the deepest navigable river in south Florida, with two of the main canals from Lake Okeechobee terminating at this point, and bringing to the city the products of the vast territory for shipment to the markets of the North, and it will at once be apparent why Fort Lauderdale, from a village of less than 200 souls in 1911, has sprung, in so short a time, to a business center of about five thousand inhabitants, with thousands more, who have invested and will become future residents—scattered, now, all over the Union, from Maine to California, and Texas to British Columbia.

The attractiveness of Fort Lauderdale is not to the homeseeker alone, for to the tourist, the lure of both field and stream hold forth their attractions. Fish and game abound in this vicinity. Streams, rivers, lakes and the bosom of the Atlantic yield their tribute to the skillful wielder of the rod and reel. Commercially, several companies are shipping carloads of fish daily to the markets of the North and West.

Look up the United States Government reports on the climatic conditions of the lower Florida East Coast, and you will note that farming may be done at any and all seasons of the year. However, the main cropping season begins in October, when the busy farmers prepare to supply the winter markets of the North with beans, tomatoes, peas, eggplant, peppers, pineapples, grapefruit, oranges and other products from the Fort Lauderdale district, which appear on the

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In the Business District

markets to delight the palate, and incidentally bring a return in dollars to the Fort Lauderdale farmer, while the Northern States are sheathed in a mantle of snow and ice. Many of the farmers are maturing their young groves of oranges, grapefruit and Avacodo pears from the profits of their truck farms. And it makes no difference what portion of the country you hail from, you will find families from the same State, and all with that broad hospitality which characterizes the South.

Oliver Building

BANKS

The banking facilities of Fort Lauderdale are amply provided for by the Fort Lauderdale State Bank and the Dade County Bank, both strong financial institutions. The rapid growth of these banks, in the few years since their organization, attest the progress of the city and surrounding country and show the faith of the financiers. Where capital leads, it is safe for others to follow.

CHURCHES

Quite in keeping with the remarkable material development of Fort Lauderdale has been the advance for the exercise in matters spiritual. Churches of the various denominations, with their accompanying Sunday Schools and religious societies, have added to the attractiveness of this section as a place of residence. The churches now

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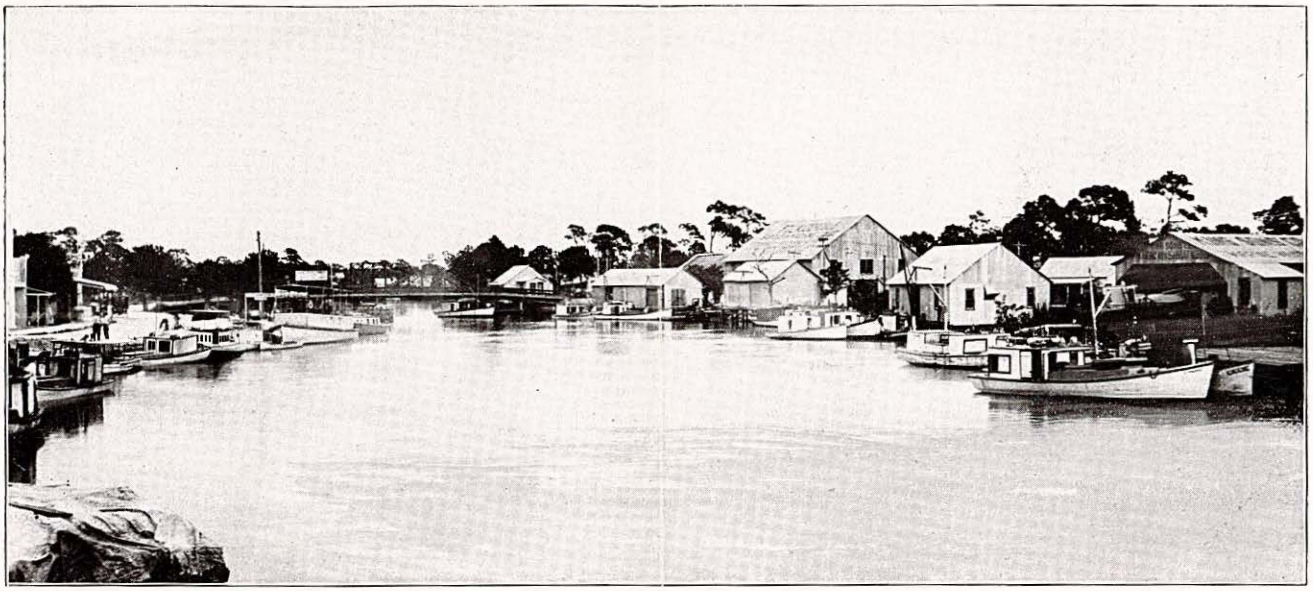

Fish Markets—Shipping Carloads Daily

located here are the Methodist Episcopal, Methodist Church South, Presbyterian, Baptist, Christian, Episcopalian, Catholic, Christian Science and German Lutheran.

LODGES

The "stranger within the gates" of Fort Lauderdale has always found a hearty welcome, mainly because he was a stranger. An additional welcome is awaiting those who may be affiliated with the fraternal organizations established here. So great has been the lure of the Fort Lauderdale District that it frequently happens that the visitors outnumber the home members. The lodges here are composed of the Masonic, Royal Arch, Order of the Eastern Star, Odd Fellows, Daughters of Rebekah, W. O. W., Woodmen's Circle and Knights of Pythias.

SCHOOLS

It has been remarked that at least one family from each State in the Union is represented in the Fort Lauderdale District.

Whether it be true or not, the fact remains that the quality of citizenship attracted here is noteworthy. Progress is the keynote, and the quality of the Fort Lauderdale public schools is indicative of the community. From a village school five years ago, with but one teacher and pupils that

Wheeler Building

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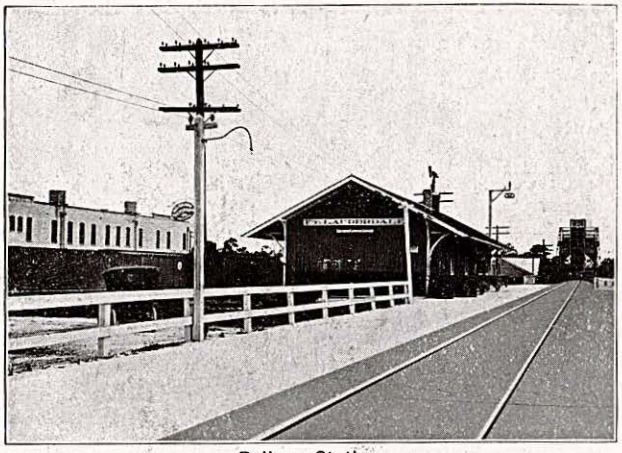

Railway Station

Bryan Building

could be numbered on the digits of one hand, the Fort Lauderdale schools have outgrown the facilities of the recently enlarged stone structure, and work will soon begin on a magnificent new building, equipped with all the latest educational features to meet the requirements of an accredited High School, all the teachers of that department holding college degrees. The primary, intermediate and grammar grades are equally well equipped. The new schoolhouse is being constructed at a cost of $45,000.

HEALTHFULNESS

Advantages of soil, climate and location are frequently sufficiently alluring to attract many to settle at points where prospects of prosperity are inviting. Thousands are being handicapped, physically, in many localities, because of the fact that their present environment, while holding out the promise of reward, is so ill-adapted to man's physical needs as to make the goal unattainable. Here in Fort Lauderdale, in addition to splendid

Fort Lauderdale Garage

The Lake Worth Mercantile Company Building

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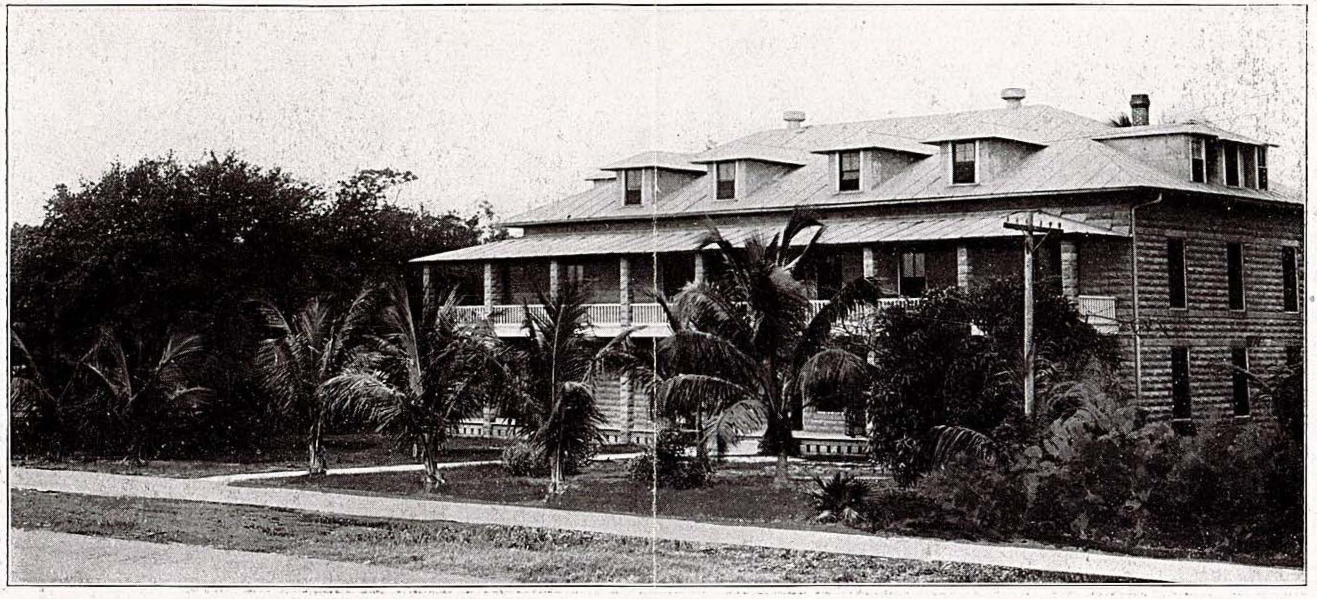

New River Hotel

conditions of the soil, climate and advantage of location, Nature has contrived conditions particularly conducive to health.

The healthfulness of the Fort Lauderdale District is indeed remarkable and although it has grown to be a city with every modern convenience, a quarantine flag has never been seen in Fort Lauderdale.

CLIMATE

Perhaps the most difficult feature to describe by written communication is the matchless climate of the Fort Lauderdale District. Figures may

Hotel Gilbert

MARKET QUOTATIONS

Large shipments of vegetables are now being shipped to northern markets. To-day, "December 18, 1914," the market quotations on vegetables are as follows:

Beans	$4.50 per hamper
Eggplant	4.50 per crate
Tomatoes	3.50 per crate
Peppers	3.25 per crate
Peas	6.00 per hamper
Okra	4.50 per basket

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Winter Farming (This Photo taken November 1, 1914)

convey definite ideas as to temperature, but they do not tell of the soft breezes from the broad Atlantic, continuously waving the tall palms and pines, or of the far-famed "Trade Winds," which sweep across southern Florida almost unceasingly throughout the year and contribute to the making of climatic conditions pronounced by travelers as unequaled throughout the United States. From the compilation of the United States Weather Bureau Statistics, as circulated by the Florida East Coast Railway Company under caption of Climatic Data of the East Coast of Florida, the following is the record for the Fort Lauderdale District:

Honduras Banana Plantation

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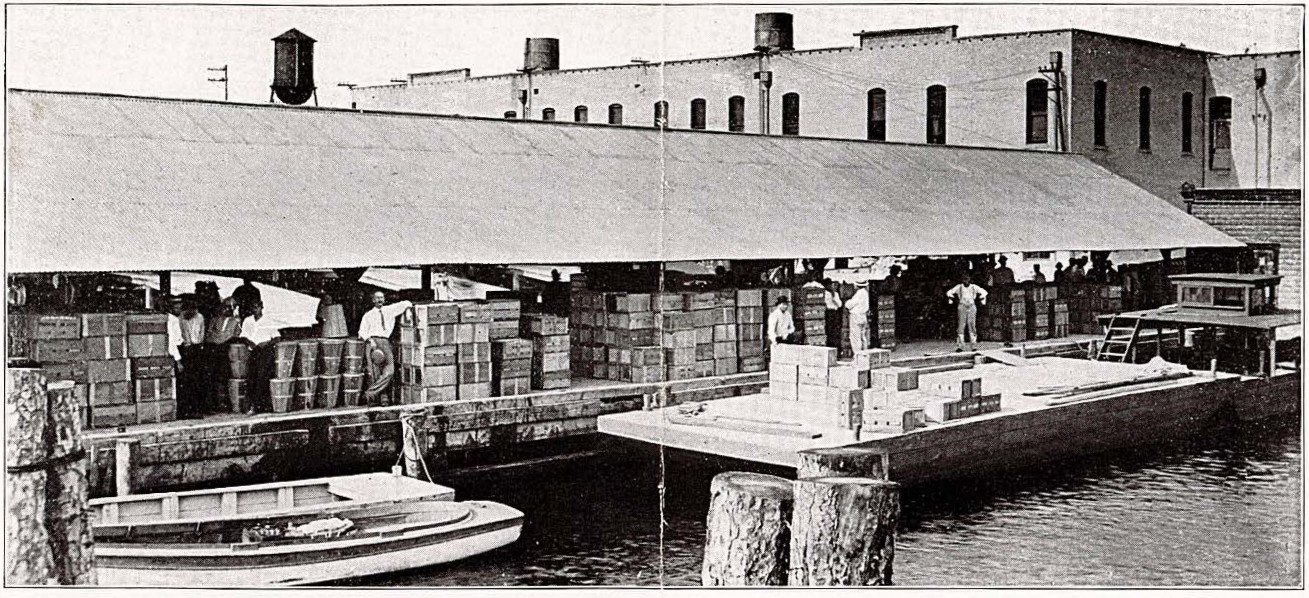


Transferring Vegetables from Boats to the Railroad

Monthly Mean and Annual Temperatures

EXPRESSED IN DEGREES FAHRENHEIT

January	69°	July	83°
February	70°	August	83°
March	73°	September	82°
April	76°	October	78°
May	79°	November	73°
June	82°	December	69°

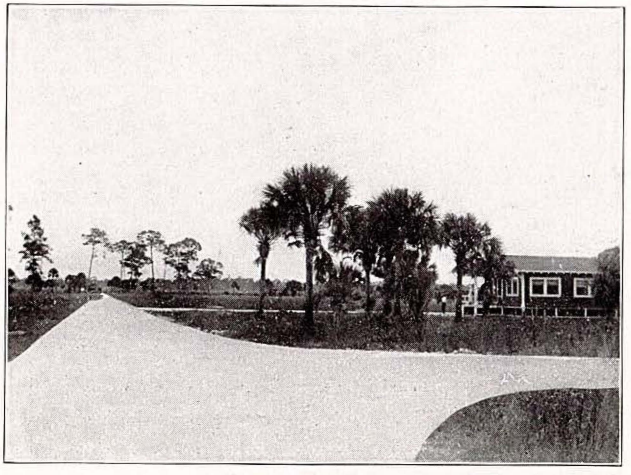
Annual ..... 76°

SEA BATHING AT FORT LAUDERDALE

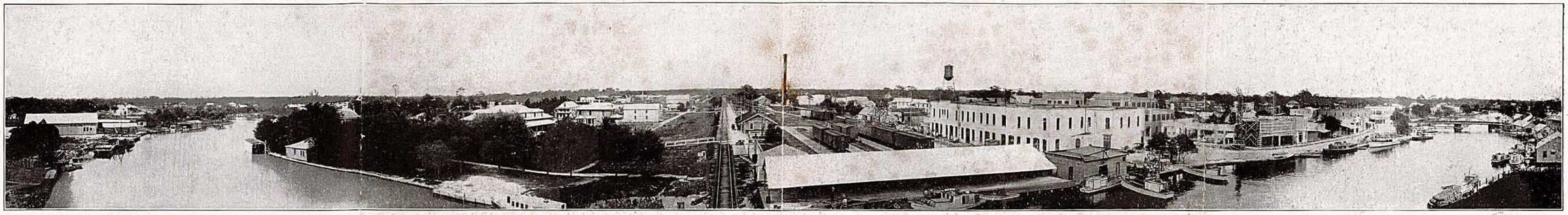
Surf bathing on the beaches in the Fort Lauderdale district can be enjoyed three hundred and sixty-five days in the year. On account of the close proximity of the Gulf Stream, the temperature of water does not vary over four degrees during the different seasons of the year. There are miles of good beach land in this district that are desirable for both winter and summer homes, and in the last few years this kind of property has become very popular for residence purposes.

The east winds make the beach as enjoyable during the summer months as the perfect climate does in the winter months.

Many lakes, sounds, rivers, etc., empty into or are adjacent to the ocean and afford good harbors, and good sport in the way of fishing and clam



Typical Country Home



BIRD'S-EYE VIEW OF FORT LAUDERDALE, LOOKING NORTH FROM THE RAILROAD BRIDGE

digging. The lure of the beach in the tropics fastens itself upon all who come in contact with its entrancing shores.

SPORTS

Motor boating, on the many rivers, lakes and canals, connected with the fishing, furnishes recreation to thousands, and the matchless paved roads, extending over hundreds of miles in this County, makes automobiling delightful every day in the year.

THE FISHING INDUSTRY

While the cost of growing and fattening cattle, hogs and sheep constantly increases, and the retail prices of meats keep up an equal or greater advance, the resident of Fort Lauderdale has at hand an inexhaustible fish supply from the ocean, the river and the lake, and, in addition, considerable quantities are shipped to less fortunate citizens of other states.

Dozens of varieties of salt and fresh water fish, including the snapper, Spanish mackerel, baracuda, pompano, blue fish, mullet, several kinds of bass, tarpon, trout, catfish, flounder, porgie and king fish are in the markets daily, and the industry in the aggregate gives employment to about three hundred and fifty men, while about seventy power boats, in addition to numerous skiffs and rowboats, are kept busy transporting the fishermen and their catch.

Persons living along the rivers and canals in the Glades need only keep a line or two set to catch all the fish they need.

Oysters and clams are found in abundance in the inlets and sounds along the Coast, and just recently considerable interest has been aroused in the cultivation of oysters, which promises to become an important industry.

DEEP WATER AT FORT LAUDERDALE

The Fort Lauderdale Harbor Company is incorporated to build a harbor at Fort Lauderdale.

The survey shows that the work can be completed for $250,000.

Land for docks has been secured which will prove ample for some years to come.

New River has for years been looked upon by engineers as the best place on the southeast coast of Florida for a harbor, where Nature has so arranged things that the cost of building and maintenance are at the minimum.

The flow of water from New River will keep our harbor clean.

Money for the improvement is being raised by the owners of land in the Fort Lauderdale district, many large land owners taking stock to the extent of a dollar per acre of their holdings.

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The opening of the Glades for agriculture has brought us face to face with the problem of transportation, the present shipments are taxing the carriers to the limit, and when one considers what the future has in store it is staggering. The tonnage of this port in a few years will run into the millions.

The location of Fort Lauderdale at the outlet of two main canals running through the Glades and fifteen miles south of the Hillsboro canal, with an inland waterway connecting with this port, makes this place truly the gateway to the Everglades.

With canals and waterways running through the Glades, all leading to tide water at Fort Lauderdale, vegetables and fruit can be put on the market in better shape by all water route than by rail shipment.

THE EVERGLADES OF FLORIDA

The Everglades are Fort Lauderdale's back yard, and comprise over three million acres of the richest garden and farm lands in the world, which truly constitutes the "American Tropics."

Upon them crops grow every day in the year, more luxuriantly than in the Valley of the Nile—like in a northern hothouse, and in greater abundance than anyone who has not seen it will believe.

The assurance that the Everglades will be drained is attested by the hundreds of truckers, who are already prospering there, and by the report of the Everglades Engineering Commission, which consists of three world-famous drainage engineers, who, after eight months of careful investigation in the report say: "The Everglade drainage is most feasible at a cost of $3.50 per acre."

Five-sixths of all this wonderfully rich farm and truck land is accessible through Fort Lauderdale by means of its two main drainage channels, which serve also as transportation canals, and via New River, pass through Fort Lauderdale, as a Gateway to the Atlantic Ocean.

These canals also form the only waterway across Florida from the Atlantic Ocean, through the Everglades, Lake Okeechobee and Caloosahatchee River to the Gulf of Mexico, through which regular lines of boats, carrying United States mails, are now passing.

THE INTER-COASTAL WATERWAY

This is a great inland water route, which is now being constructed, and which is to reach from Maine to Key West.

Its construction is backed by the Atlantic Deeper Waterways Association, an organization of governors, United States Senators, Congressmen, big shippers and business men, all along the Atlantic seaboard, and headed, as president, by Congressmen J. Hampton Moore, of Philadelphia.

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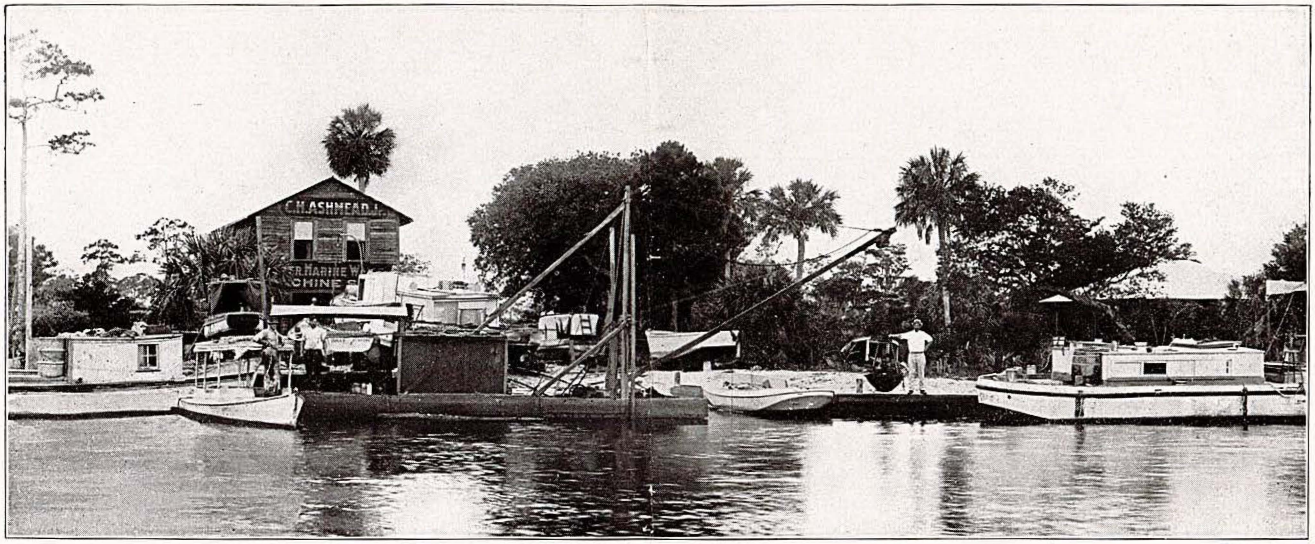


Marine Ways on New River

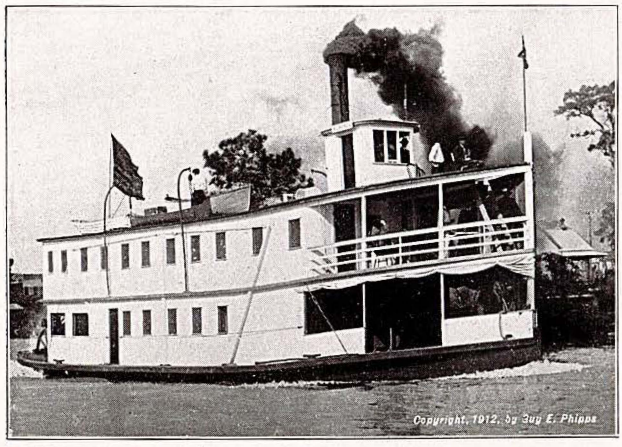
At their last annual convention they passed a resolution recommending to the United States Congress the taking over of the Florida East Coast Canal, reaching from Fernandina to Key West, and making it a part of the Great Atlantic Waterway.

This canal cannot get by Fort Lauderdale except by coming into our deep water, thus giving us a ship canal from the Gulf of Mexico, by our docks, to all points on both sides of the Atlantic. All parts of the earth will be at our door without an effort from us.

RAILROADS AND HIGHWAYS

Our abundance of soft lime rock, which hardens when exposed to the air, gives us extensive hard-surfaced roads at minimum cost.

We have the Florida East Coast railroad, and our deep water and abundance of water frontage



Steamboat on New River

Off to the Beach

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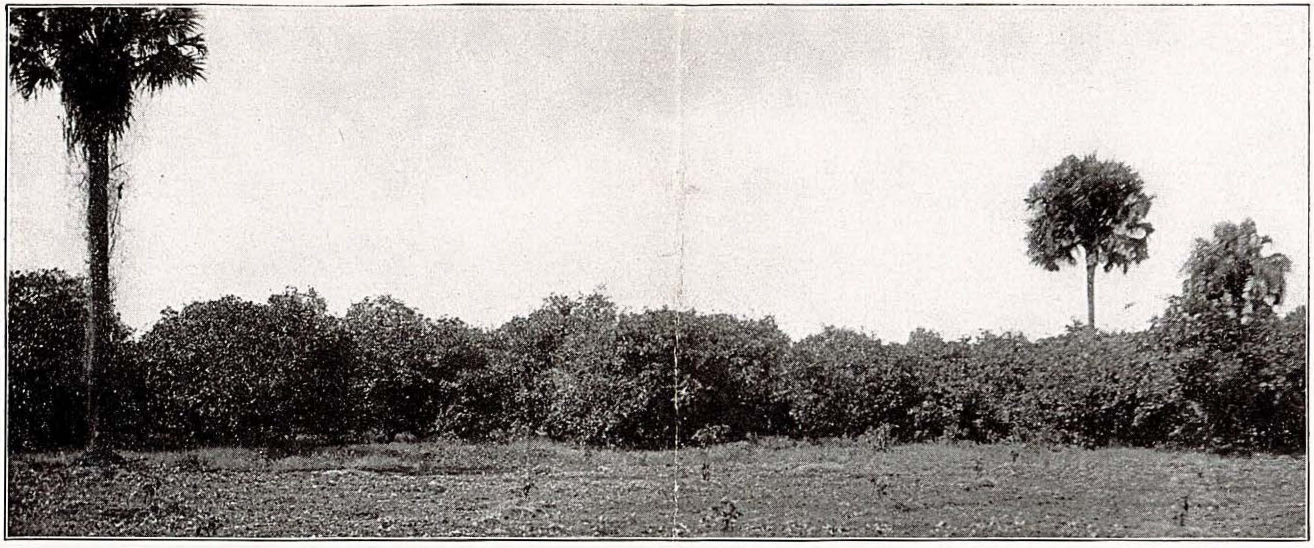


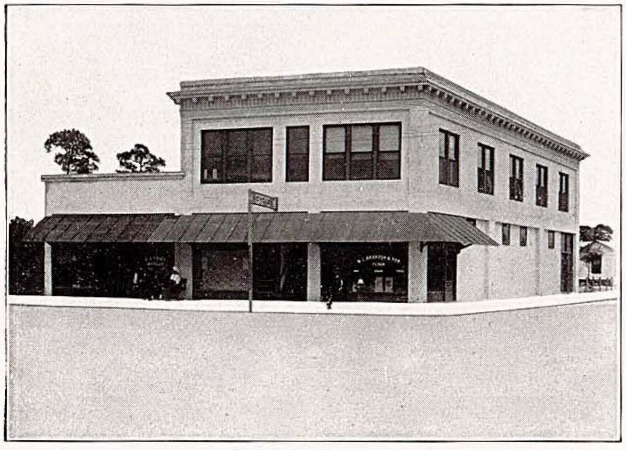
Orange and Grapefruit Grove, Fort Lauderdale District

has attracted the attention to all across-State railroad promoters.

Fort Lauderdale is the only town on the East Coast with water transportation to Gulf points, and the only one with boats running into the Everglades.

FARMING AND FRUIT GROWING IN THE FORT LAUDERDALE DISTRICT

All the citrus and tropical fruits grown along the East Coast do well here, with the grapefruit, orange, avocado and pineapple easily taking the lead, while the almost inexhaustible variety of other fruits makes it possible to have fresh fruit in the markets every day in the year, and this is also true of the various garden vegetables. In the muck lands of the Everglades and the river bottom, bananas of the best quality are grown with little or no fertilizer, and their cultivation is each year becoming a much more important feature of the fruit-growing industry.



Witham Building

City Hall

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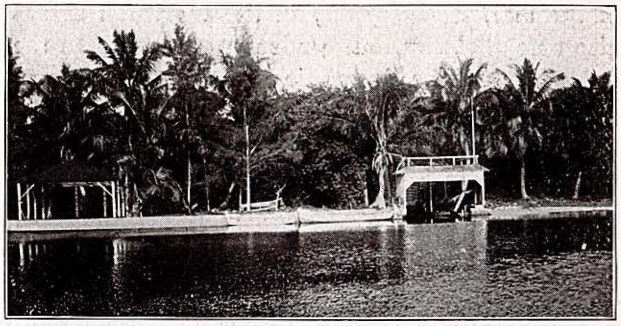
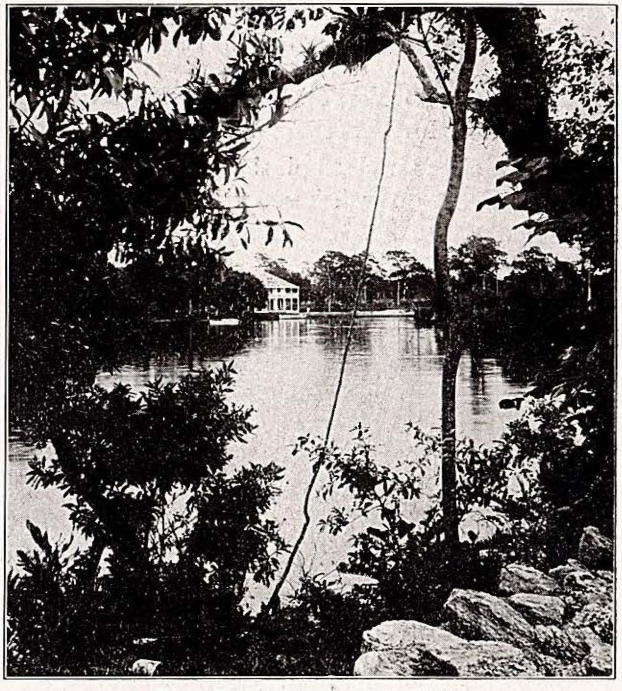
Bathing Here Every Month in the Year



Scene at the Beach

Hammock and Prairie



Stranahan's Home, on New River

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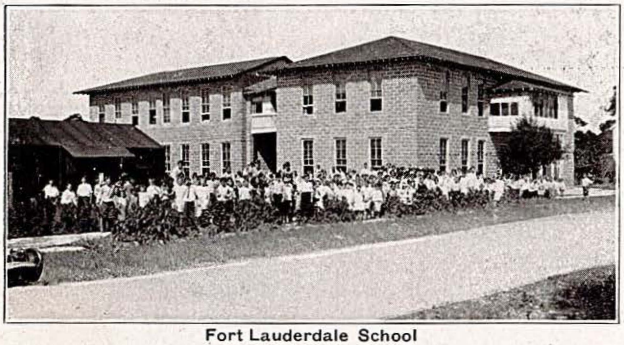
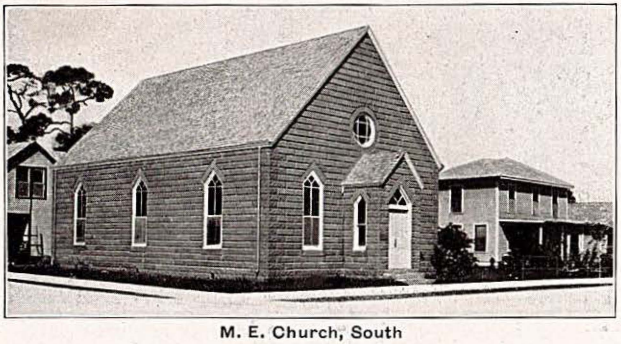
Homeseekers in Southern Florida

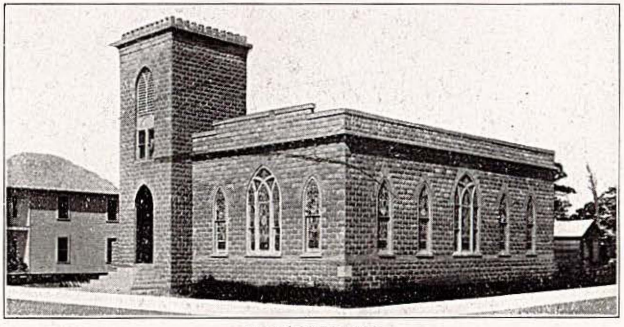


Fort Lauderdale School

M. E. Church



M. E. Church, South



Baptist Church

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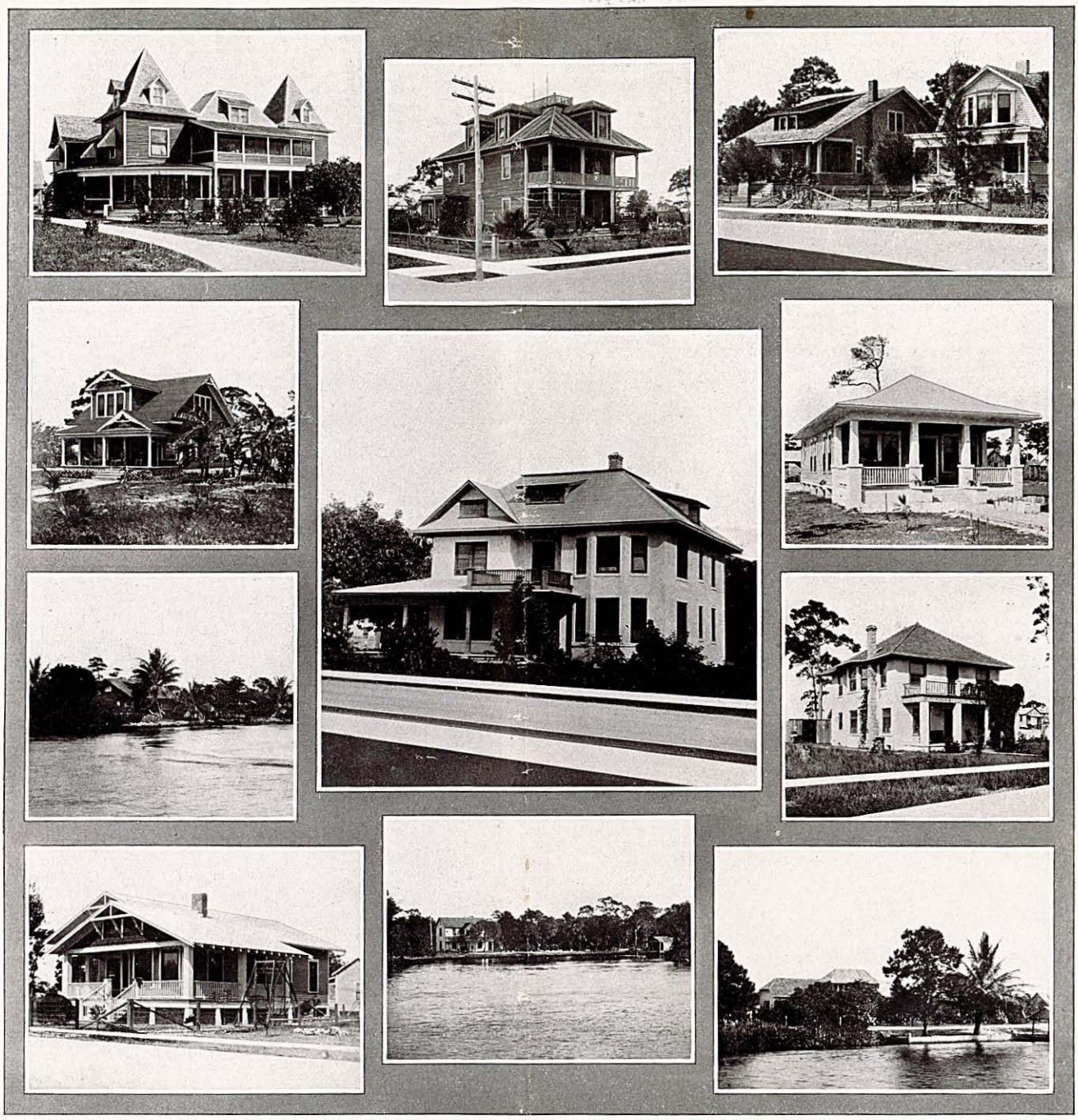

Typical Fort Lauderdale Homes